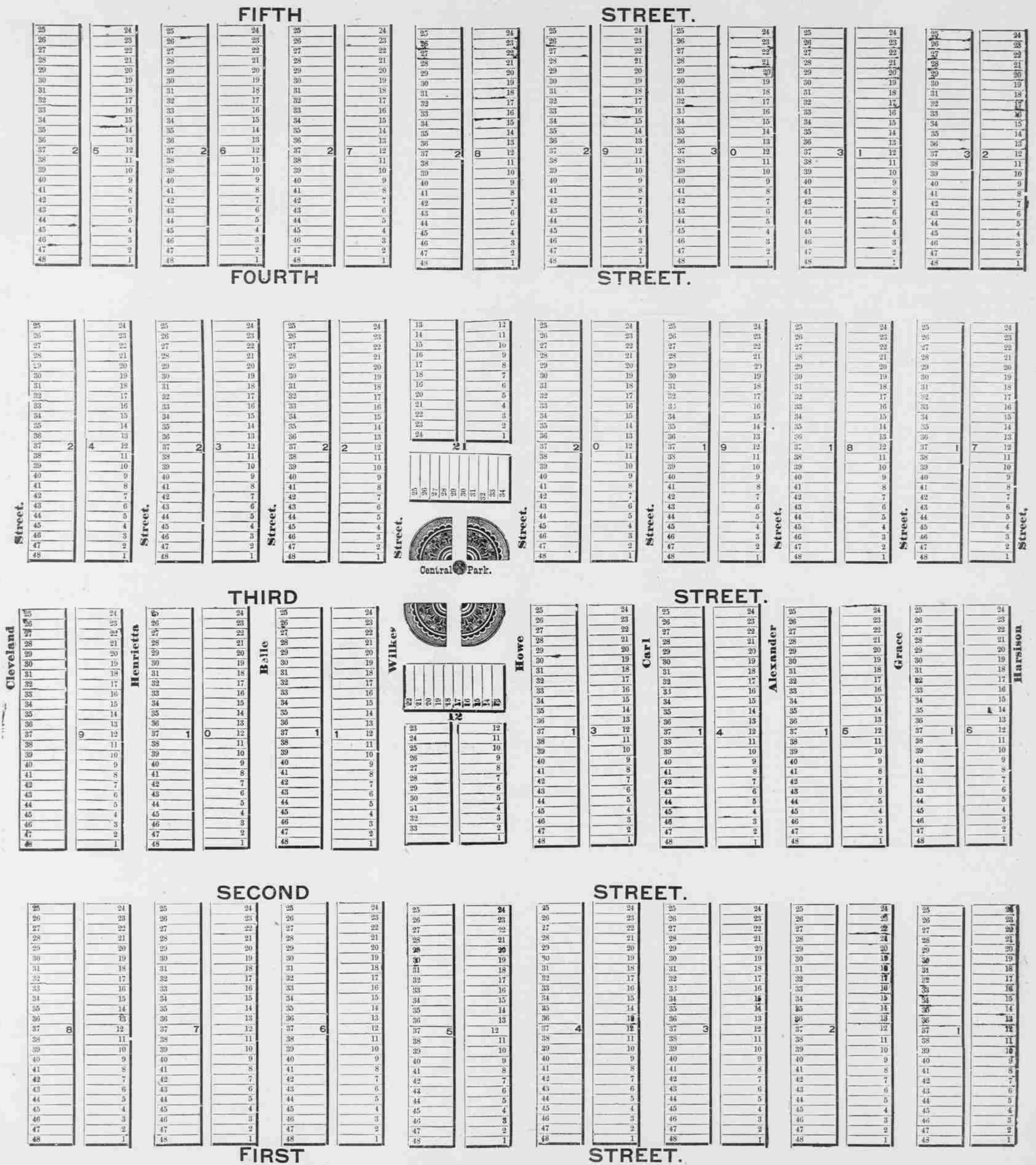


TOWN OF EL DORADO,

SALT LAKE COUNTY, UTAH.

Lots 25x125 Feet. Streets 65 Feet. Alleyways 15 Feet.



THE HISTORY OF EL DORADO.

A SKETCH.

The history of El Dorado is short but interesting. About the 1st of November, 1888 Mr. C. P. Von Brunck, the founder of El Dorado, while looking over Salt Lake Valley, came across the present site of El Dorado. He was at once impressed with the locality, view and soil, and the opportunities and facilities it presented for making an important town, both from a picturesque and business point of view. Immediately on his return to Salt Lake the purchase was consummated and the town of El Dorado placed on the market. Its success from the start was a flattering and unprecedented one, for even before the surveyor could get his men on the ground and commence work, many lots had been sold simply on the strength of El Dorado's situation, and so the sales continue.

El Dorado's wonderful success is largely owing to the fact that investors were not scared off by ridiculously high prices. We readily foresaw that

in securing a large number of purchasers the greater would be the interest centered there and the more benefit the town would receive from so many thus interested. So the lots are placed at prices that barely pay the cost of the land and houses that are returned to purchasers. And even to-day, land is for sale by the company five to ten times lower than it can be bought for in town sites of less importance. Where in all Utah can our offer be duplicated? Lots at \$30 to \$100 each seems very small prices for town lots, yet it is not our intention to put prices at high figures, because we desire to leave purchasers some of their money for improvements, knowing that a great many investors will build and otherwise improve their property, thereby enhancing both their own and ours. El Dorado is not on sale for what money there is in it, but for the purpose of building up a town. We feel proud of our handiwork there and are returning every dollar received from its sale, into improvements, feeling that our reward will be all the greater in the end. We offer you, for a time, the same opportunities as we ourselves are taking. El Dorado is probably the

most legitimate enterprise in Utah to-day.

El Dorado's resources, facilities, etc., (which are mentioned in another column), are such that its success is inevitable and if you have never seen it, let us take you there. We don't ask you to purchase, for we take great pride in showing what we have done and are doing. El Dorado never was nor never will be a proposed or paper town; our propositions are actively going on and we make no proposals that are to be in the dim future, but set to work at them immediately, thereby making it a safe and meritorious enterprise.

RAILWAY SERVICE.

The town of El Dorado has exceptional railway facilities, it being located very near the Utah & Nevada Railway, running from five to ten excursion trains each way every day during the summer season, and from two to four during the winter.

At El Dorado Station you take the cars and in fifteen minutes you are in the busy bustle of Salt Lake City, or, taking the west bound train, in twenty-five minutes you are at the world renowned watering place—Garfield Beach, Great Salt Lake's famous sanitarium.

FREE HOUSES.

For the general improvement and advancement of the town, we are building a house on each block, costing \$500. These we give to the purchasers in each respective block, as the same may be drawn on the homestead plan, or in any other manner the owners of each block may desire, each lot buyer having one chance out of forty-eight, for each lot that he or she may hold, to draw a house.

These houses are substantial Adobe Brick Structures (the most suitable for the climate) having Parlor, Kitchen, Pantry and two Bedrooms, well finished throughout. The foundations are of native stone, and every detail of construction is under the supervision of a competent Architect and Builder. Any one receiving a house, and desiring to build a more costly one, will receive the \$500 in cash.

We intend to build a town and offer this inducement and low price to get you interested and help us.

SITUATION.

Midway between the city of Salt Lake

City and the great Dead Sea of America, on slightly rising ground, amid the most fertile and productive farms in that renowned valley and close to a beautiful range of foot-hills, El Dorado overlooks a view of surpassing loveliness, and affords to-day not only a convenient and healthful location to her residents, but at the same time exceptional openings for business enterprises to be immediately placed on foot.

WATER SYSTEM.

El Dorado's water system is a good and never failing one. The water is obtained from artesian wells sunk over two years ago. The water is cool and of a very good quality. These wells are 95 feet deep and flow freely all the year around.

The east and north is bounded by a canal from the Jordan River which can be run down each side the street, and used for irrigation.

PERFECT TITLE.

All El Dorado's title is perfect and one of the best in the Territory. An abstract may be seen at any time on application at our office.

AS A RESIDENCE.

El Dorado is unsurpassed as a place for beautiful and pleasant homes. Its water is of the best, its soil is rich, its situation is grand. Its climate is perfect and its view unexcelled.

BUILDING MATERIAL.

Brick and adobe clay of a very superior quality has just been discovered at El Dorado, and brick and adobe can be bought there for less money than in the city.

CENTRAL PARK.

which is shown on the map above, is being most beautifully and tastefully laid out and will be the garden spot of Utah. Numbers of the lots face from all sides, thereby making them most desirable for a lovely home.

Officers—C. S. Wilkes, president; C. F. Von Brunck, vice-president; Chester Howe, treasurer; W. A. Parkhurst, secretary; A. S. Clark, town lot agent.

EL DORADO LAND AND WATER COMPANY, Salt Lake City, Utah.

Main office—21 West Second South Street, Salt Lake City, Utah.